98 Rock FM
wgrd 98 fm
122 Lyon Street, N.W.
Grand Rapids, MI 49503
Phone (616) 459-4111

April 24, 1986

Susan Hendryx
Music Motions Suite 504
321 West 44th Street
New York, NY 10036

Dear Susan

Just a short wrap up of give-away information on Rolling Stones posters, watches, and records.

The movie Showcase Cinemas chose to tie in with Music Motions was "Crossroads" (where Rolling Stones video was shown).

Give-aways were done on WGRD during our "Name that Tune" contest during middays, and also liners during the day to listen to win. Information was obtained from the press releases and, of course, description of prizes.

Give-aways to correct callers included posters, movie tickets to "Crossroads" and watches.

Liners and contest ran 7 days prior to movie, 30 promotional liners for the movie which was shown on April 17, 1986.

Sincerely

[redacted]

Lucy Nalley
Account Executive
WGRD/WKTH

LN/lg